

Where It's @ Loudoun News from the Frontier of Innovation

Loudoun County Department of Economic Development

EDC Hosts Second Annual VIP Reception

More than one hundred and twenty invited business and community leaders attended the second annual VIP Reception November 7. The reception was sponsored by the Loudoun County Economic Development Commission and organized by the Department of Economic Development.

In addition to opening remarks by EDC Chairman Keith Troxell and Board of Supervisors Chairman Scott York, the reception featured guest speaker Assistant Secretary of Management for the U.S. Department of Education, Honorable William J. Leidinger.

This year's event also included the presentation of the commission's first Educational Leadership Award. The award recognizes an individual, group, or organization for a significant contribution of leadership and achievement in higher education, continuing education, workforce development, or public school administration.

The 2002 award was presented to Fred Flemming, Leesburg District School Board member, and the members of the Park View High School Improvement Team. Presenting the awards on behalf of the EDC were Michele Spires and Bonnie Heine-man Wolfe, members of the EDC Education and Workforce Committee.

Reception contributors were: Cheryl Beebe of Cardinal Bank; James Bennett of Metropolitan Washington Airports Authority; Rey Browning of Browning Equipment, Inc.; Randy Collins of the Loudoun Chamber of Commerce, Brian Cullen of Keane Enterprises; Mike Davis of Atlantic Coast Airlines; Georgia Graves of Bridgman Communications; Randy Minchew of Walsh, Colucci, Stackhouse, Emrich & Lubeley; Dave Parker of PM Realty; Steve Robin of Reed Smith, LLP; and Keith Troxell of Troxell, Kincaid & Mullin. Our thanks to all those involved for a successful evening.

Loudoun County Chamber Presents 2002 Small Business Awards

The Loudoun County Chamber of Commerce recognized excellence and achievement in the local community with the presentation of its Small Business Awards November 19. The event, which was grand-sponsored by the Economic Development Commission, was held at Lansdowne Resort and recognized winners and finalists in eight different business categories.

ADJ Enterprises, based in Leesburg, was recognized as Small Business of the Year. The 19-year-old company offers

more than 180,000 imprinted items for business gifts, marketing and promotion.

Owners of the **Mighty Midget Kitchen** in Leesburg, Brian and Robin DeVaux say they never expected to win their Retail Business of the Year award, and were honored just to be nominated. The twosome plan no changes to their successful barbecue business as a result of their win, and, quoting a Jimmy Buffet song, say their future plans are to try and "live happily ever after every now and then."

Department's Prospect Activity—November:

- ? Responded to 255 requests for general information
- ? Sent out 84 marketing packages
- ? Conducted 1 tour
- ? Submitted 1 proposal
- ? Distributed 9 Growth Summaries
- ? Worked with 9 new and 47 on-going prospects
- ? Distributed 9,000 Christmas Tree Brochures

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Announcements and Expansions

New & Existing Business



An artist's rendering of the new National Transportation Safety Board Academy at The George Washington University Virginia Campus

? **The NTSB Academy at The George Washington University** (www.ntsbgov) is well under construction, and Frank Richey from Embry-Riddle Aeronautical University has been hired as its president and academic dean. The 72,000 square foot Academy will

provide comprehensive training for NTSB officials, including courses that "cover innovative investigative tools in the areas such as human factors, survival factors, vehicle performance, interviewing techniques, accident scene documentation, and investigative management." In addition to classroom and office space, the facility will house a laboratory for the world's largest civil aviation reconstruction, that of the forward fuselage of TWA Flight 800, which crashed into the Atlantic Ocean in 1996 following an explosion of the plane's center wing fuel tank. The NTSB Academy is expected to open in late summer 2003.

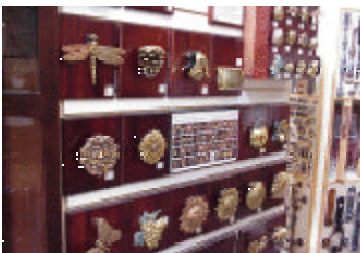
? **Lerner Enterprises** (www.lernerenterprises.com), **The Tower Companies** (www.towercompanies.com), and **Marriott International** (www.marriott.com) have announced plans to construct another Marriott-branded hotel in Loudoun.

A new, 175-suite Residence Inn by Marriott is scheduled to be constructed in Dulles in late 2003, with the opening planned for late 2004. The hotel will be located three miles from Dulles Airport at the intersection of Route 28 and Waxpool Road in Dulles 28 Centre. Residence Inn features studio, one, and two bedroom suites set up for stays of five days or more. This hotel will be the second of three new hotel ventures planned for Loudoun County by Lerner. The Bethesda-based company opened the new 157-room Courtyard Dulles Town Center hotel in 2001, and expects to eventually build a full service luxury hotel and conference center on Dulles Center Boulevard.

? **Van Metre Design Center** (www.vanmetrehomes.com) has opened a 4,600 square foot home design facility at Cape Court in Beaumeade Corporate Park. The center, which employs ten, allows homebuyers to select the colors, finishes, and styles of home options, as well as overall décor. Van Metre is currently selling homes from the upper \$200's to over \$1 million at the Lansdowne, Broadlands, Raspberry Falls, and Stone Ridge communities.

Service Business News

THE
HOME SPECIALTY
STORE
Fine Furniture and Furnishings



The Home Specialty Store (www.thehomespecialtystore.com) opened a new Loudoun retail facility December 2. The 8,000 square foot store, located across from the county government center in Leesburg's Historic District, features high quality decorating accents for the home. Included in the store's offerings are lamps and lighting fixtures, unique cabinet hardware, mirrors, clocks, oil paintings, floral arrangements and collector display cases. Owner Wayne Baker states that the store works to fill the "growing niche of quality-conscious homeowners who seek personal service, smart pricing, and a sense of trust in where they shop." The company also operates the original Home Specialty Store at Reston Town Center.

Noteworthy

Baltimore-based **Nottingham Properties** has purchased Beaumeade Technology Park in Ashburn for approximately \$7.9 million. The two single-story buildings total over 132,000 square feet of flex space originally designed for data centers, and Nottingham is currently marketing the shell buildings for a lease rate of \$13.50 per square foot, with a \$25 per square foot tenant improvement package. Nottingham is a full service real estate development and investment company with projects throughout the Baltimore area. Beaumeade Technology Park is the company's first Northern Virginia project.



Beaumeade Technology Park is the first Virginia investment for Nottingham Properties.

Howard Hughes Medical Institute received unanimous Board of Supervisor support for its Janelia Farm Research Campus in November. HHMI's application for \$550 million in Industrial Revenue Authority bonds was approved early during the Board's November 18 meeting. It was followed by a presentation to the Board by Institute President Thomas R. Cech, and Vice President and Director of Planning for Janelia Farm, Gerry Rubin. The presentation included the latest depictions of the future campus, which will total at least 750,000 square feet. Site work at the Janelia Farm Research Campus has begun and the project's completion is expected in 2006.



Loudoun County staff look over a Janelia Farm model at a visit to HHMI headquarters in 2001.

The Washington Metropolitan Area Transit Authority officially selected a plan November 21 to **extend Orange Line Metrorail** service to Dulles Airport and into Loudoun County. The total plan calls for 11 new stops and a rail yard located at Dulles Airport, at a cost of at least \$3.14 billion. Following review by the Virginia Commonwealth Transportation Board in December, the Virginia Department of Rail and Public Transportation will seek Federal Transit Administration (FTA) approval to start preliminary engineering for the project and to advance the process to the final environmental impact statement (EIS). The final EIS is expected to be submitted to the FTA in late spring 2003, and they will make a ruling on the project in late summer 2003.



(Continued from page 1)

International food-related winners this year included two-time winner of Product of the Year, **Don Tango Foods**, and Entrepreneur of the Year **Jammin Juices**. Don Tango offers family heirloom-recipe Argentine chimichurri, while Jammin Juices' Jamaican "Juicemon" has created and markets Caribbean-style fruit juices at 25 retail outlets on the East Coast.



Bark Busters Home Dog Training took home Franchise of the Year. The branch of the Australian-based company offers puppy school, group training, and specialized in-home sessions for a variety of canine behavioral issues.



Home Based Business of the Year **Total Strategy** provides business-to-business behavioral assessments and sales training. Technology Business of the Year was aviation and engineering consulting services company **Avenge Inc.**

Service Business of the Year winner **Loudoun Physical Therapy & Pilates Center** assists clients with a variety of health issues, including sports injuries, back pain, auto-accident injuries and work-related injuries.



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Department News

DED's Pam Treadwell and Larry Rosenstrauch hosted members of a 12-woman **Russian delegation** visiting Leesburg in November. Sponsored by the National Peace Foundation, the group was participating in the U.S. Congress-authorized 2002 Open World Program, which brings Russian leaders to the U.S. to expose them to democracy and free enterprise.

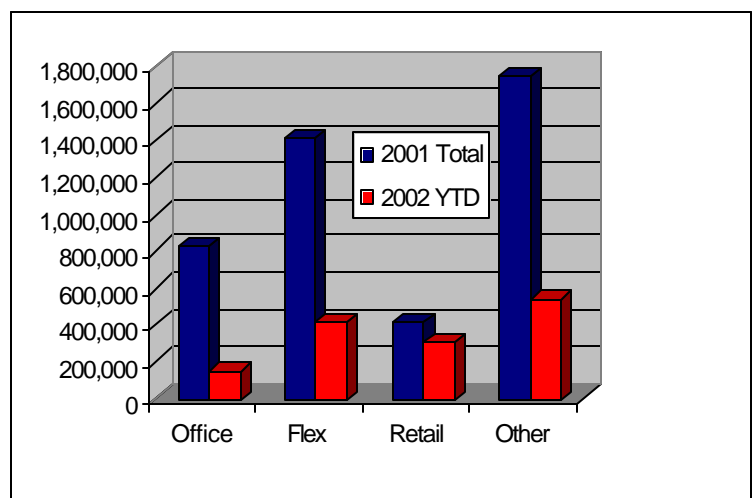
Regional Economist Sean LaCroix presented DED with the findings from a **new department study on regional retail trends** November 21. Among the findings: currently there is one shopping center for approximately every 6,200 people in the U.S., up from 1 per 18,000 people in 1970. Nationally, retail sales have typically increased most years, although growth in sales has slowed since 1999. In the D.C. metropolitan area, retail sales reflect the "doughnut" pattern, where residents from D.C. and the outer rural counties each go toward areas like Loudoun, Fairfax, and Prince William to spend their shopping dollars. Loudoun's retail sales received an \$800 million boost from these "captured" sales in 2001, up from \$300 million in 1989.

Pam Treadwell attended an NVTC reception for a delegation from **the government of Karnataka, India**. The delegation was in Virginia representing their information technology, biotechnology and tourism industries. Fairfax, Loudoun, and Prince William Chambers of Commerce co-sponsored the event.

Construction Activity

In October 2002, Loudoun County permitted 268,519 square feet (SF) of nonresidential construction. The combined value of new buildings (\$13,274,251) and alterations (\$2,331,770) is over \$15.6 million.

- ? Office — 0 SF in October and 0 SF in September
- ? Flex/Industrial — 75,700 SF in October and 0 SF in September
- ? Retail — 84,931 SF in October and 10,000 SF in September
- ? Other — 107,888 SF in October and 26,596 SF in September
- ? Taxable — 183,617 SF in October and 23,360 SF in September
- ? Route 28 — 34,127 SF in October and 0 SF in September



Nonresidential Construction — Square Feet Permitted
2001 Total and January-October 2002